



Bevin Anderson

Brand Strategist,
Media Designer &
Videographer



Currently the Media Designer & Content Marketing Specialist at Samuel Automation with a Bachelor of Design degree. An analytical, paradigm challenging, creative thinker, problem solver, as well as, possessing strong interpersonal skills and written abilities. I am an avid photographer, love working with typography, visual design, while specializing in video and motion graphics.



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Education

School of Motion

Joey Korenmann
2018-2019

- After Effects Kickstart - Nol Honig
- Cinema 4D Basecamp - EJ Hassenfratz

Bachelor of Design

Conestoga College
2016-2020

- Degree program in graphic design with a diverse complement of study in entrepreneurship, marketing, and business management.

Veterinary Technologist

St. Lawrence College
1996-1999

- Paramedical training with a specific program focus in biomedical research, and laboratory management.

Work Experience

Samuel Automation:

- Systematix Inc
 - RAMP Inc
 - CAID Automation
- Media Designer &
Content Media Specialist

May 2019-Present

- Production, distribution, reporting of content and initiatives for the Automation Solutions Group and its divisions
- Lead role creating and launching brand redesigns, maintaining cohesive yet autonomous division identities through messaging, websites, and digital media
- Cross-dept collaboration with in-house and remote teams
- Responsible for digital footprint, email marketing/newsletters, white papers, trade show design/event media support, webinars, video interviews, corporate photography, thought leadership articles, press releases, sales enablement, media use training
- Specializing in creating images, effects, and animation for video, HMI screens, social media, and web

Visual Creative Design Studio

Spring-Summer 2018

- Assisted in book layout and production
- Design layout of photography and text
- Worked within Indesign and Photoshop

Animal Health Lab

University of Guelph
2003-2016

- Mammalian and Avian necropsy assisting
- Database entry, client billing, and troubleshooting
- Client service, reception, and acquiring case histories

Alfred Mann Institute

U of Southern California
2000-2003

- Managed the Medical Device Development Animal Laboratory
- Worked with Photoshop, Illustrator, Indesign, and Canvas
- Designed posters, brochures and other program marketing assets
- Developed and designed DVD-rom menu interfaces with Autoplay
- Assisted in the design of interactive DVD-rom learning modules

Skills



Design Skills

Adobe CC Suite
Motion Graphics
Video Editing
Post Production
Typography
Brand Strategy



Soft Skills

Creative Thinking
Communication
Critical Thinking
Passionate
Problem-Solving
Online Brand Growth

Interests

Photography

Motorcycles

Hiking

Cycling

Travel